



JOB DESCRIPTION

Title: Community Real Estate Coordinator	Employment Status: Full-Time
Department: Community and Government Partnerships	FLSA Status: Exempt
Reports to: Homeowner Outreach and Intake Manager	Supervises: Volunteers

GENERAL DESCRIPTION:

The Community Real Estate Coordinator is the in-house real estate sales professional for Habitat for Humanity of Metro Denver. Marketing homes for sale, using traditional real estate marketing techniques and tools, and implementing marketing strategies to reach under-represented communities to ensure an inclusive, diverse, and equitable pool of candidates which meets Fair Housing regulations.

This individual represents Habitat in all aspects of promotion and sales of homes, including competitive market analysis, marketing activities, and works collaboratively with multiple departments including Real Estate Development, Homeowner Services, and Marketing, to drive home sales in-sync with Habitat’s production goals. This position coordinates a consistently seamless transition with the Homeowner Intake Team and the Transaction Broker.

The following reflects the organization’s definition of essential functions for the job but does not restrict the tasks that may be assigned. Reasonable accommodation may be made to enable individuals with disabilities to perform essential job functions.

Essential Job Functions and Responsibilities:

Sales

- Collaborate with Real Estate Development and Homeowner Services to set a sales schedule based on affiliate production goals.
- Prepare homes for offering with appropriate agent or in-house sales plan, including property information and other key points, photos/video, and coordinate with volunteers or outside vendors as needed.
- Responsible for home presentation, including the condition of models, inventory, home sites, Sales Office/Center, signage, and marketing materials.
- Answer questions about floor plans and communities. Educate prospective buyers about the homeownership process, and act as a liaison between the interested buyer and Habitat.
- Recommend and present properties to qualified buyers that meet their financial situation and family needs. Manage priority list.
- Understand customer experience touch points to provide extraordinary customer service and lead buyers through Habitat home sale process.
- Accompany prospective homebuyers through undecorated homes, which may be in various stages of construction, and/or available homesites. Ensure the safety and security of interested homebuyers while on site.
- Provide consistent and timely follow-through with current homebuyers from initial contact through partnership. Maintain records of all communication.

- Participate in homeowner orientation(s) when required
- Arrange strategic open houses and property showings in coordination with orientations and Homeowner Services events.
- Responsible for the promotion of customer sales including recommending products that will fit the customer's financial and family needs.
- Match inventory with prospective homebuyers on the priority list and manage the monthly property offering release(s) in compliance with Fair Housing requirements.
- Report timely and accurate information to the Organization regarding home status, e.g., coming on market, on market, off market.
- Serve as the point of contact for buyers' agents.
- Effectively manage deadlines associated with the selection process.
- Explain the various sales documents and attachments to prospective homebuyers.
- Partner with Homeowner Services and homebuyer to ensure a smooth program application process.

Marketing and Outreach

- Obtain and analyze market data critical for our communities to remain competitive in the affordable first home purchase market.
- Research, study and understand Fair Housing requirements to ensure implementation of key requirements into marketing plan; develop database of related organizations key to marketing for each new home development
- Network and prospecting.
 - Establish a network of community providers, referral agencies, homeownership counselors and mortgage lenders who identify potential Habitat homebuyers.
 - Build a contact database for each neighborhood that can be used to promote new and upcoming homeownership opportunities.
 - Cultivate strategic partnership relationships – community meetings, employers, neighborhood organizations, and others as needed.
- In coordination with Communications and Marketing maintain up-to-date marketing materials including print, Habitat website, and social media posts.
- Develop and implement a real estate industry orientation program to educate buyers' agents and other listing firms about Habitat; drive new buyers to our program/properties and cultivate a network of agents who want to work with Habitat.
- Establish metrics to evaluate marketing strategies, maintaining accurate records to allow for assessment of the marketing tools and techniques.

QUALIFICATIONS:

EDUCATION, CERTIFICATION or LICENSURE

- High school diploma or equivalent experience required
- Must have a valid driver's license and reliable vehicle
- Second language: Spanish, French, or Arabic preferred

EXPERIENCE

- Experience in residential real estate sales, rental leasing, or affordable housing required
- Experience working with homebuyers earning incomes below 80% of the Area Median Income preferred
- Minimum of two years' experience in a professional office environment, including at least one year in community outreach preferred

KNOWLEDGE, SKILLS, & ABILITIES

- A strong belief in Habitat's mission and a desire to engage others in the organization's work of partnering with local communities to create opportunity, stability, and economic mobility through affordable homeownership
- Must be able to work successfully in a team environment where continuous improvement is expected
- Ability to work with a wide range of people representing various backgrounds, income, education, and career stages
- Demonstrated cultural sensitivity and awareness and the ability to work across cultural differences with empathy and diplomacy
- Ability to flex communication style when necessary to communicate clearly and professionally with diverse audiences
- High degree of technology acumen, including social media, CRM, Microsoft 365/SharePoint, and Excel
- Highly organized, with demonstrated ability to keep multiple priorities moving ahead simultaneously
- Recognized customer service skills and salespersonship
- Excellent interpersonal and relationship building skills
- Excellent written and verbal communication skills
- Ability to use considerable judgment, initiative, and independence to meet shared goals
- Ability to deal with confidential information and/or issues using discretion and judgment

PHYSICAL REQUIREMENTS NECESSARY TO PERFORM THIS JOB:

- Ability to sit at a desk and computer for extended periods of time
- Ability to travel to and from meetings and appointments in locations and times when public transportation is unavailable
- Must pass a background check
- Ability to move up to 25 lbs., including placing and removing yard signs
- A flexible schedule, including evening and weekend hours is required

WORK ENVIRONMENT & CONDITIONS:

- Most work is done indoors in an office or meeting setting in a shared office environment.
- Some remote work and/or flexible scheduling options may be available.
- A Motor Vehicle Report (MVR) will be run for insurance purposes.
- Valid driver's license and ability to be insured under the company's insurance policy is a prerequisite.
- Proof of COVID-19 vaccination is required for employment.

Salary range for this position is \$40,000 - \$51,000. Starting pay is in the beginning of this range, with consideration given for experience above what's listed in the requirements.

Benefits available include medical, dental and vision insurance options; 401k savings match; Paid Time Off for vacation, sick, holidays, floating holidays; Healthy Families Workplace Act (HFWA) Leave;

Parental Leave; and paid time to volunteer.

Please send documentation of work history or a resume to HRRecruiting@habitatmetrodenver.org for consideration. A cover letter is optional.



Habitat for Humanity of Metro Denver is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability or veteran status.